

DRAFT NOTES FROM THE AUGUST 26<sup>TH</sup> 2011 2<sup>ND</sup> ANNUAL RETREAT OF THE  
ASHEVILLE AREA RIVERFRONT REDEVELOPMENT COMMISSION

WORK SESSION (bus ride to Chattanooga)

RS introductions and explanation of day

Team building- our connections/something you don't know about us (ball of string)

Monson: explanation of packet materials

WORKPLAN REVIEW

Monson (as requested) folded Finance committee goals into existing Planning and Development Subcommittee goals

OVERVIEW OF MORNING DISCUSSION

Task: review work plan, identify goal and develop strategies associated with meeting goals  
Development Subcommittee: Torno can no longer Chair due to other responsibilities. Who will Chair? Change in meeting date and time?

Two projects: 1) web presence for Riverfront: Facebook page - AVL Riverfront, but \$20,000 for web portal, w/connection to Buncombe County GIS; \$10,000 for data input; 2) need for live/work housing – pilot program: Glen Rock Phase III; use as way of moving forward – session w/city staff, then bankers, then social event

Comments: Not sure if enough \$\$ through traditional sources for individuals doing something at river; City should look to minimize over-regulations for start-ups – have to allow for momentum! Role of Commission: identify/recognize/should define solution then send recommendation to city. BUT important can't just abandon rules – need to go through process.

Hindrances to redevelopment: lack of information upfront from city; how to interface w/city staff to move forward?

What resources can community bring to the table? Thoughts on funding? Volunteers, example: ADC

More comments on UDO: goal of Council and city to streamline UDO; County has a “promote and do” attitude; need to learn from County; UDO needs to be more user friendly

Development Services Center: great idea, but need to look at rules unique to river

Development is dynamic process, not static, and governed by life safety rules; driven by demand – what is demand? Residential? Need to focus on what demand is, and then invest in that demand.

Question: What is your physical vision when done? That is what subcommittee dealing with now; developing thematic images that are based on older river district;

Should do interviews with recently completed projects for feedback.

Guiding principle? Help in redevelopment of smaller properties? Important to come up with vision. Greenways/street trees/pedestrian areas ... implement once we know, but no footprint yet.

Subcommittee will come back to commission with recommendation for review/comment ... comprehensive review of city and county regulations that impact development on river  
Invite Judy Daniel, Planning Director, to Development Subcommittee meeting.

Comment: what has worked downtown is idea of individualism w/in certain parameters; difference: downtown had building stock; riverfront is going to be primarily new construction

Riverfront needs infrastructure/roads first – define where development is going to occur – zero lot line development

Important to collect pictures to come up w/vision

Homogeneous w/o being homogenized; streetscapes/greenways least expensive way to do it.

Final comments: how goal is measured: interviews: bring data back to Commission – that is measurable; Development Subcommittee not able to do interviews – volunteers? Municipal staff? Interns? But should figure out details – come up with questions; should include whether property owner wants to develop property and map that out

## PARTNERSHIP DISCUSSION

Appointee from each partner explained what their organization does

## LUNCH

### BUS AND WALKING TOUR WITH JIM BOWEN

From Miller Plaza downtown to the Riverfront

Mixed use, infill development, history of revitalization, aquarium, ball field, sites available for new infill

Over the bridge to the North Shore, organic revitalization of buildings, funkier business Park- greenways, festivals, usage, maintenance, cost, freight and other boat traffic, dam project

Bridge Bluff (Hunter Museum of American Art, pedestrian bridge)

## KIM WHITE, EXECUTIVE DIRECTOR, RIVER CITY COMPANY

Company acted as land bank early on

Could implement plan b/c they had control over property

Current big question for company is how to sustain themselves in future

\$3.7 million annual budget; 60% derived from revenue from property they own exercised design control early on with design center

1992 aquarium finished; since then \$2.5 billion in private investment

State of TN gave them their riverside drive and the walnut street bridge (could then implement plan)

Blue Cross Blue Shield- excellent new campus, but question is what to now do with 1.7 million sf of vacant space in dtown

Have 6 parcels (don't own most) they are using for an urban design challenge (competition), selecting 6 teams, \$150k budget, paying each team between \$4500 and \$9500 for a site design

Current Staff structure fairly small- contract many things like website

Lyndhurst foundation gave \$50k for retail recruitment position to fill spaces; they are still highly involved in revitalization

Design center hugely important in arousing community's interest in revitalization of area, wish this tool was still around,

Mistake: RiverCity and the City of Chatt tried to formalize the design center, killed it.

Does not know CARTA ridership numbers

Have had some spinoff companies from River City, like Chattanooga presents, does festivals

KEN HAYS, FORMER RIVER CITY DIRECTOR

Gave overview of his involvement

Stressed leadership and vision

Does not know who does the environmental piece

TREVOR HAMILTON , VP OF ECONOMIC DEVELOPMENT FOR CHATTANOOGA CHAMBER

Presentation on recruitment of Volkswagen

60,000 acre site, 30k for conservation easement, 30k for mega site, prepped the site extensively even before they agreed to come

VW sent a large delegation to check out Chattanooga, split into several teams including one team that focused on quality of life aspects

Chamber focused on marketing themselves/Chatt in innovative, humorous and creative ways (courtship)

AARRC Takeaways- bus ride back – led by RS

TM – idea of design competition for parcels is good one, we could identify sites/fund design teams/show what could be done on the riverfront/inspire

RG- liked that a nonprofit could be a successful developer

JV-struck by length of greenway/river walk- let's get the RADTIP done. Development on bluff was tied into riverfront, gives you a sense of closeness to the riverfront, and a connection to downtown as well. Leadership- who?

JF- ownership of property was key for them. They could develop projects.

RS add to planning groups work plan: identify, what is the signature project, stake in the ground?

RS/Commission:

discussion on festivals, what is appropriate for the district, who has interest, what are the resources and constraints to getting folks down to the riverfront more often? (what about beer city or brewgrass or ? beer...

design team idea- liked by all. Would appointing partners each contribute funding? Can we challenge design teams to create a centerpiece project? What public or institutional elements can be implemented e.g. play holes as envisioned in plan or by others?

Auditorium/amphitheater? Visitor's center? Iconic bridges that form new connections?

ACTION ITEM: AARRC to take river float trip. Need to decide on a few dates, Monson will handle logistics.